

# **MATRADE's Export Facilitations for Malaysian Exporters and Call for Participation in K 2025**

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Export Promotion & Market Access Division  
MATRADE

**19 February 2025**

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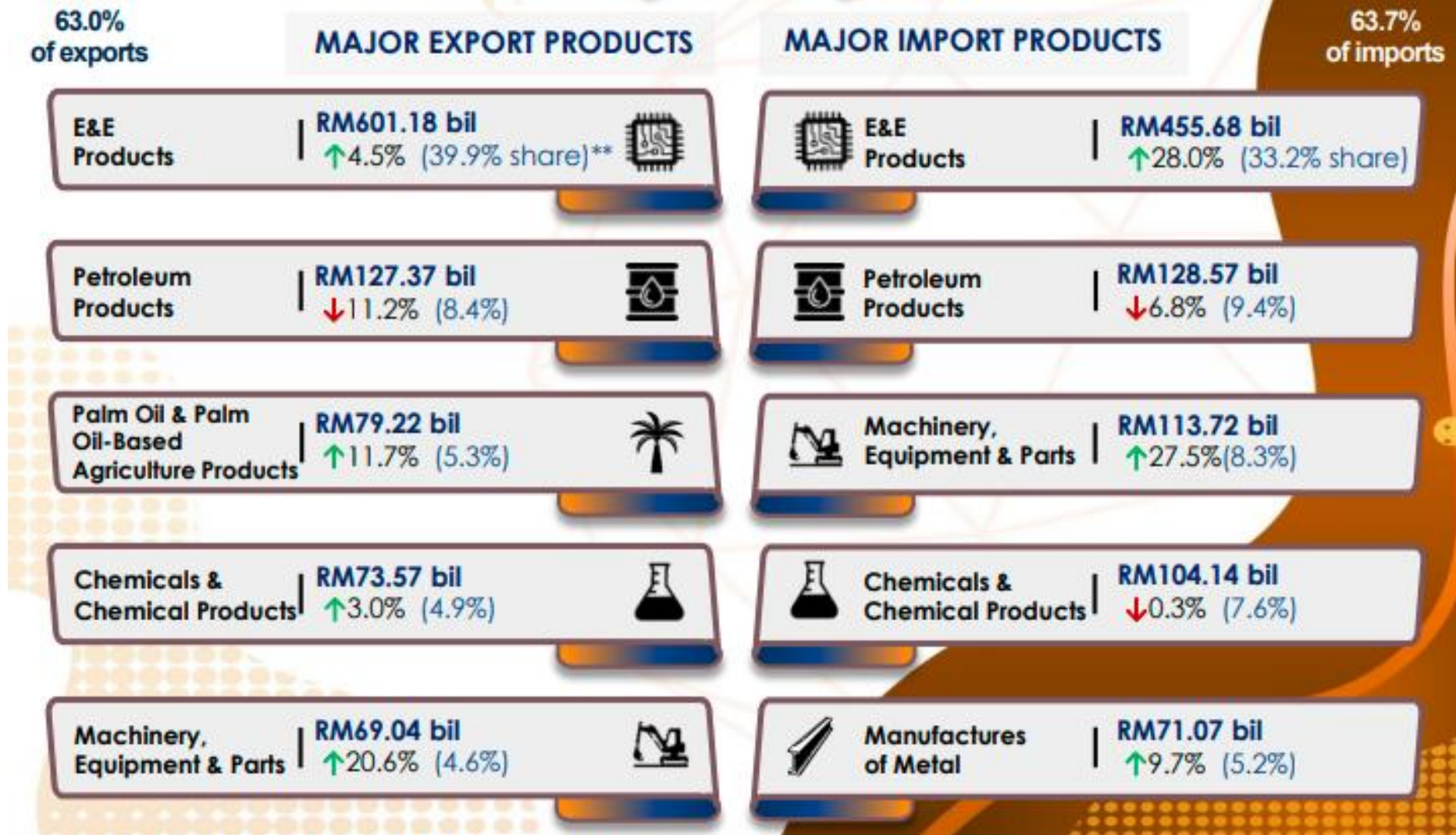
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  - Trade & Market Intelligence
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# MALAYSIA'S TRADE PERFORMANCE

# TRADE DRIVES THE MALAYSIAN ECONOMY



# TRADE DRIVES THE MALAYSIAN ECONOMY



\*% Growth in January-December 2024 compared to January-December 2023.

\*\* Share of total exports/imports.

Note: Total figure may not add up due to rounding.

Source: DOSM.

# ABOUT MATRADE AND ITS SERVICES

# WHO WE ARE

MATRADE is the National Trade Promotion Organisation in Malaysia, under the Ministry of Investment, Trade and Industry (MITI), tasked to promote Malaysian products and services overseas.

## VISION

*“Positioning Malaysia As A Globally Competitive Trading Nation”*

## MISSION

*“Promoting Malaysia’s Enterprises To The World”*

# REGIONAL OFFICES

6 Offices across Peninsular Malaysia, Sabah and Sarawak





# GLOBAL NETWORK

49 offices worldwide



- 1 Jakarta
- 2 Medan
- 3 Bangkok
- 4 Ho Chi Minh City
- 5 Hanoi
- 6 Manila
- 7 Yangon
- 8 Phnom Penh
- 9 Melbourne
- 10 Chennai
- 11 Mumbai
- 12 Hong Kong
- 13 Guangzhou
- 14 Taipei
- 15 Shanghai
- 16 Chengdu
- 17 Beijing
- 18 Seoul
- 19 Osaka
- 20 Tokyo
- 21 Dubai
- 22 Doha
- 23 Jeddah
- 24 Almaty
- 25 Tashkent
- 26 Cairo
- 27 Nairobi
- 28 Johannesburg
- 29 Lagos
- 30 Istanbul
- 31 Budapest
- 32 Kiev
- 33 Warsaw
- 34 Moscow
- 35 Frankfurt
- 36 Milan
- 37 Paris
- 38 Rotterdam
- 39 London
- 40 Sao Paulo
- 41 Buenos Aires
- 42 Santiago
- 43 Miami
- 44 New York
- 45 Mexico City
- 46 Los Angeles
- 47 Karachi
- 48 Singapore
- 49 Ottawa

37 Trade Offices | 12 Marketing Offices

# CORE FUNCTIONS



**Export Promotion**  
Bringing The Malaysian Brand To The World



**Exporters Development**  
Creating Knowledge and Developing Skills

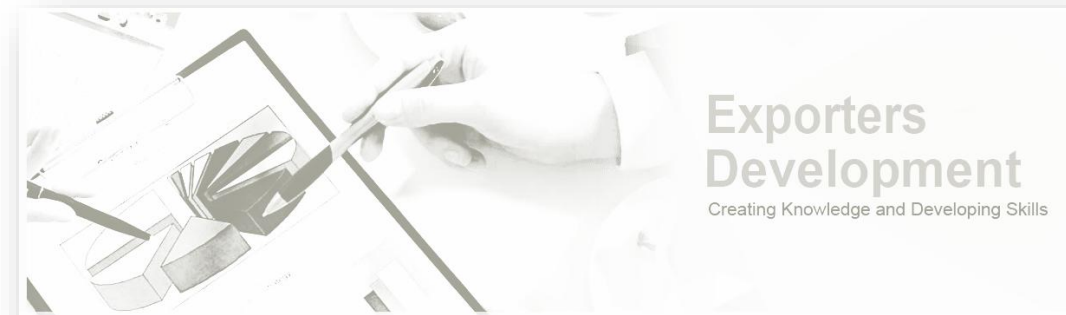


**Trade & Market Information**  
Putting Great Ideas For Inspired Decisions



**Trade Advisory Services**  
Providing Insights For Global Success

# CORE FUNCTIONS : EXPORT PROMOTION

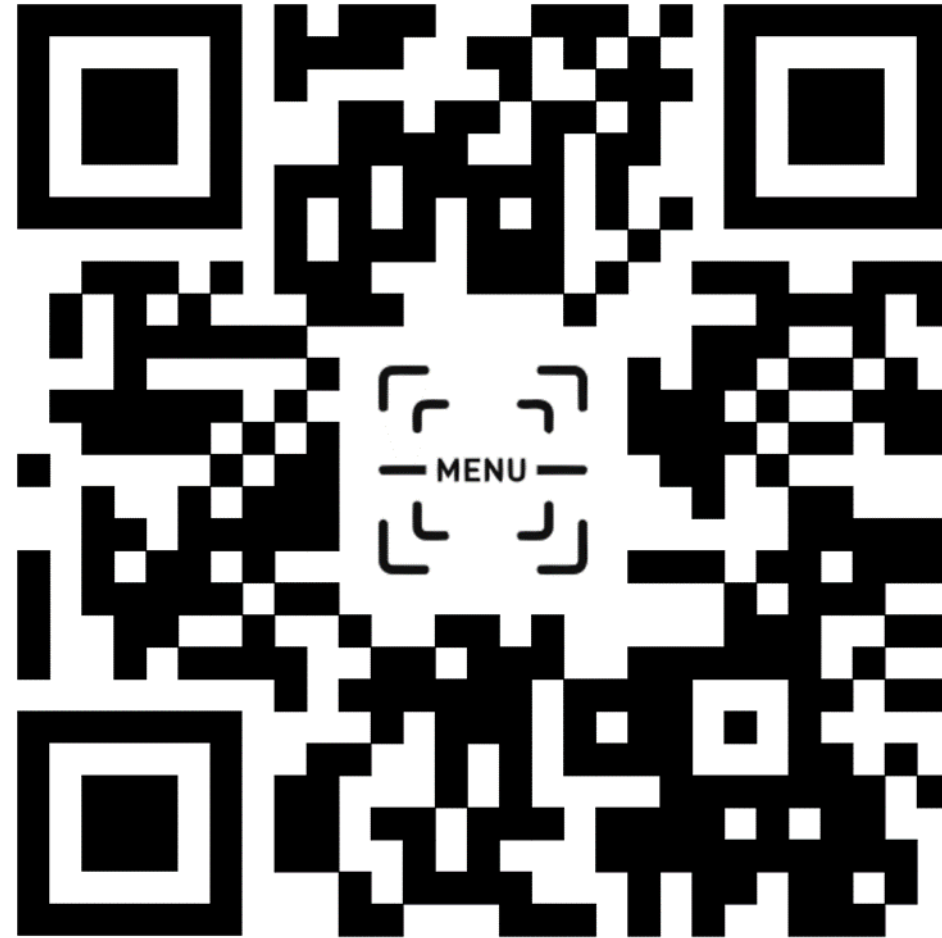


# SUMMARY OF EXPORT PROMOTION PROGRAMMES IN 2025 *(BY SECTORS)*



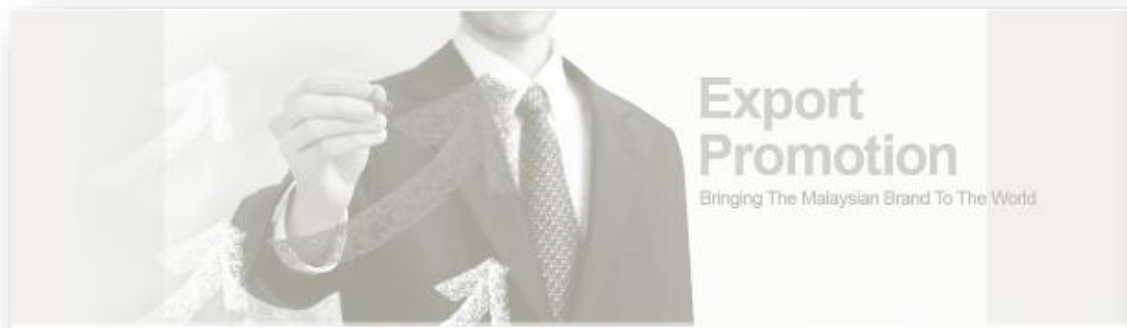
Number of activities	Category
34	International Sourcing Programmes (INSP)
24	Trade Fairs (TF)
17	Trade & Investment Mission (TIM)
2	Export Acceleration Missions (EAM)
1	BizMatch
<b>78</b>	<b>Total</b>





**SCAN HERE FOR INTERNATIONAL  
PROMOTION EVENT LIST**

# CORE FUNCTIONS : EXPORTERS DEVELOPMENT



# SUMMARY OF EXPORTERS DEVELOPMENT PROGRAMMES IN 2025



## eTRADE

Promoting the adoption of e-Commerce among Malaysian companies to accelerate exports through participation in cross border e-Commerce platforms and to enhance the presence of SMEs through digital marketing, e-Commerce training and online export promotion.

### Onboarding Scheme



Financial incentive worth RM5,000 to cover part of the onboarding cost to join one or multiple eCommerce platforms.

Open to all CROSS-BORDER eCommerce platforms.

### Digital Marketing & Training (DMT) Scheme



Financial incentive worth RM20,000 to cover part of the cost in undertaking digital marketing activities and/or eCommerce training programmes.

Digital marketing activities must be focusing on exports.

## MDG

### Market Development Grant

A financial assistance to partly defray the cost of export promotion by SMEs

## SEF

### Services Export Fund

A financial assistance to encourage Malaysian service providers to promote export of services



## Seminars & Workshop

On wide ranging topics relevant to export including market access, trade documentations, export procedures in specific markets, brand development, product packaging, international marketing and many more

**MARKET ACCESS**



**TRADE DOCUMENTATION**



**POLICY**



**BRANDING**



**MARKETING**

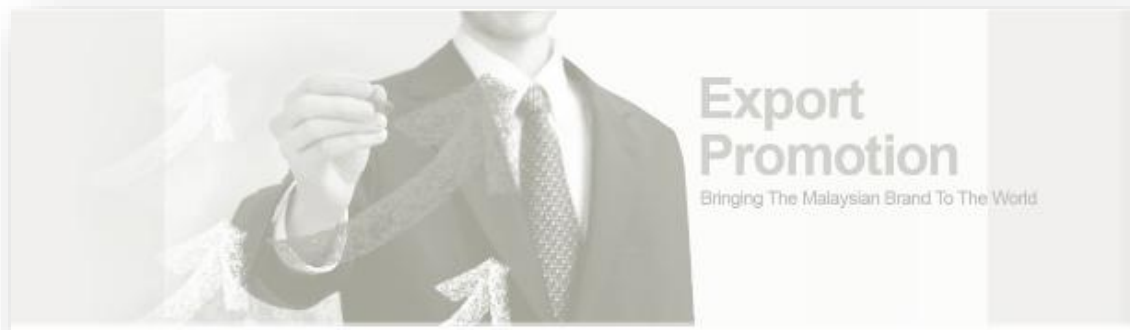


## State Level Exports Day Programmes

Expand network and strengthen relations with exporters through seminars, knowledge sharing sessions and workshops to better understand the exporters' needs in developing export promotion programmes



# CORE FUNCTIONS : TRADE & MARKET INFORMATION



## Business Information Centre (BIC)

BIC membership provides access to:

- Business Directories
- Country Profiles
- Tariff Schedules
- Market Reports
- Periodicals
- Statistics & Business News



## BUSINESS INFORMATION CENTRE (BIC)

# BROADEN

your trade information horizon with us



Trade  
Statistics



Market  
Insight



Business  
News



Country  
Profiles



Company  
Profiles

**myeexport** Web-based portal that provides vital trade information and market intelligence to registered MATRADE's members

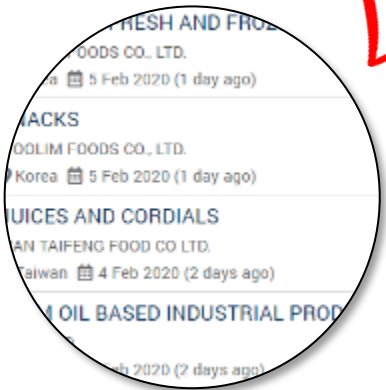
## Market Alerts



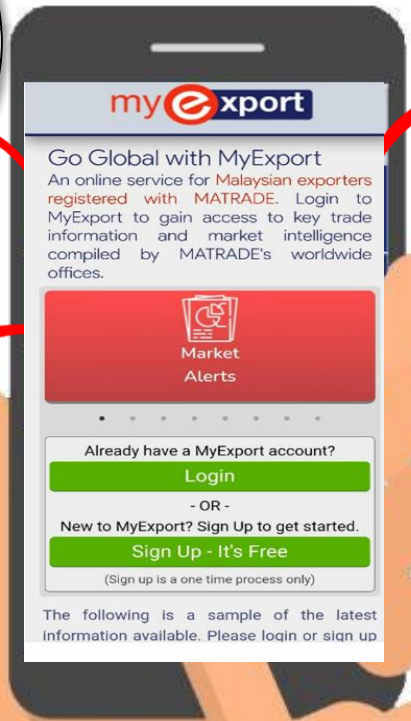
## Product & Market Studies



<https://myexport.matrade.gov.my>



## Trade Leads



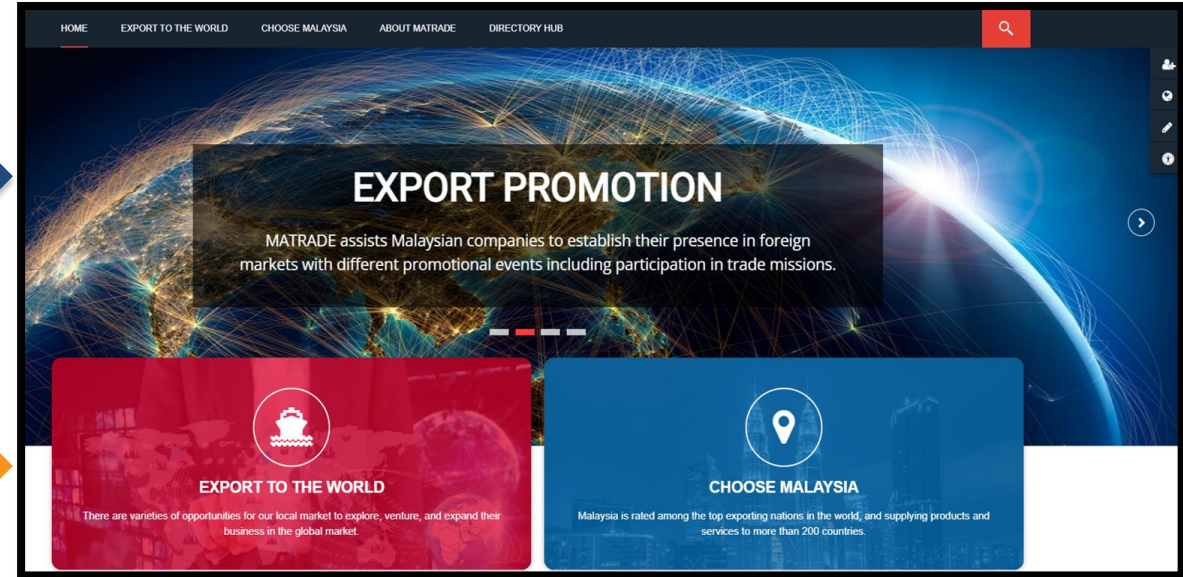
# CORE FUNCTIONS : TRADE ADVISORY SERVICES



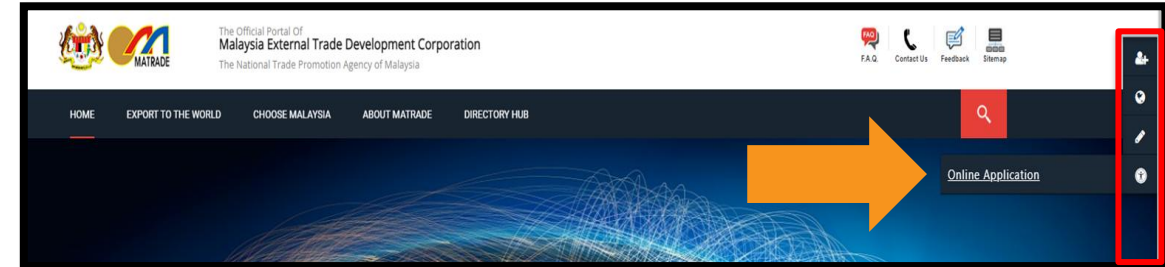
# BE A MATRADE MEMBER TODAY!



**Step 1:** To access the online application, go to “**For Malaysian Exporters**” section in the MATRADE’s Portal



**Step 2:** Choose “**Online Application**” in the MATRADE Online Services information



**Step 3:** Click “**Register as MATRADE Member**”



## Online Applications & Forms

### Online Applications

- Register as MATRADE Member
- Market Development Grant (MDG)
- eTRADE

Member  
Registration  
**Free**

# EXPORT READINESS ASSESSMENT TOOL (ERAT)

ARE YOU  
READY TO **EXPORT?**

*Not sure?  
Check it out !!*



ERAT will not only assess your readiness for export  
but also assist you to better understand your:

- 01 Export Resources
- 02 Marketing Methods
- 03 Management Commitment
- 04 Product/Service Potential

ERAT is a quick, online system designed for MATRADE members to measure potential or prospect of exporting their products or services.

23 questions

A- Company

B- Product

ERAT will not only assess your readiness for export  
but also assist you to better understand your:

- 01 Export Resources
- 02 Marketing Methods
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# Call for Participation: K Fair 2025



# K FAIR 2025

Discover the future of the plastics and rubber industry!



COME & JOIN US AT  
**NATIONAL PAVILION AT K 2025**  
**8 – 15 OCTOBER 2025**  
Düsseldorf, Germany



K 2025 is the world's leading trade fair for the plastics and rubber industry.

#### Opportunities for Malaysian companies

K 2025, the world's leading trade fair for plastics and rubber will offer Malaysian companies a prime opportunity to explore cutting-edge innovations and industry trends. It provides a platform to engage with experts and key industry leaders while shaping the future of plastics through circular economy initiatives and digitalisation. K 2025 also serves as a gateway to developing innovative business models while meeting the evolving demands of the global market.

REGISTER NOW



Closing Date for Registration: **4 April 2025 (Friday)**

**Participation fee:** (RM20,000 + media kit & insurance imposed by the organiser for exhibitors)  
**RM25,000**

*Kindly note that selected Malaysian companies will need to bear the cost of their individual travel expenses, accommodations and other miscellaneous expenses*

For further information, please contact:

Ms. Sarah Hannan Sharizal (sarahhannan@matrade.gov.my) +603 6207 7707



MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE)

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**BRIDGING  
THE WORLD**

## The Power of Plastics! Green - Smart – Responsible

Discover the transformative power of the plastics industry at K 2025, which highlights the innovative use of plastics in the modern world. Under the motto "The Power of Plastics: Green - Smart - Responsible", our slogan reflects the core values and goals of the industry, which will be presented at the upcoming trade fair.

## Green, smart and responsible! – exhibition theme

1. Shaping the Circular Economy
2. Embracing Digitalization
3. Caring about People

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## K Trade Fair 2025: the plastics and rubber industry's globally unique ideas event

K 2025 is an unparalleled meeting place for industry leaders, offering new inspiration and pioneering trends. This is where new contacts are forged and new contracts are concluded that will shape the future of the plastics and rubber industry. Experience the beginning of a new era – it all starts at K.

## Forge contacts with industry leaders

Our international trade show serves as your key to the global plastics and rubber industry by familiarising you with the latest developments in plastics processing and technology. It is the perfect opportunity for you to engage with experts and leading representatives of the plastics and rubber industry. You can meet professionals from around the world and learn about the latest trends, techniques and technologies.



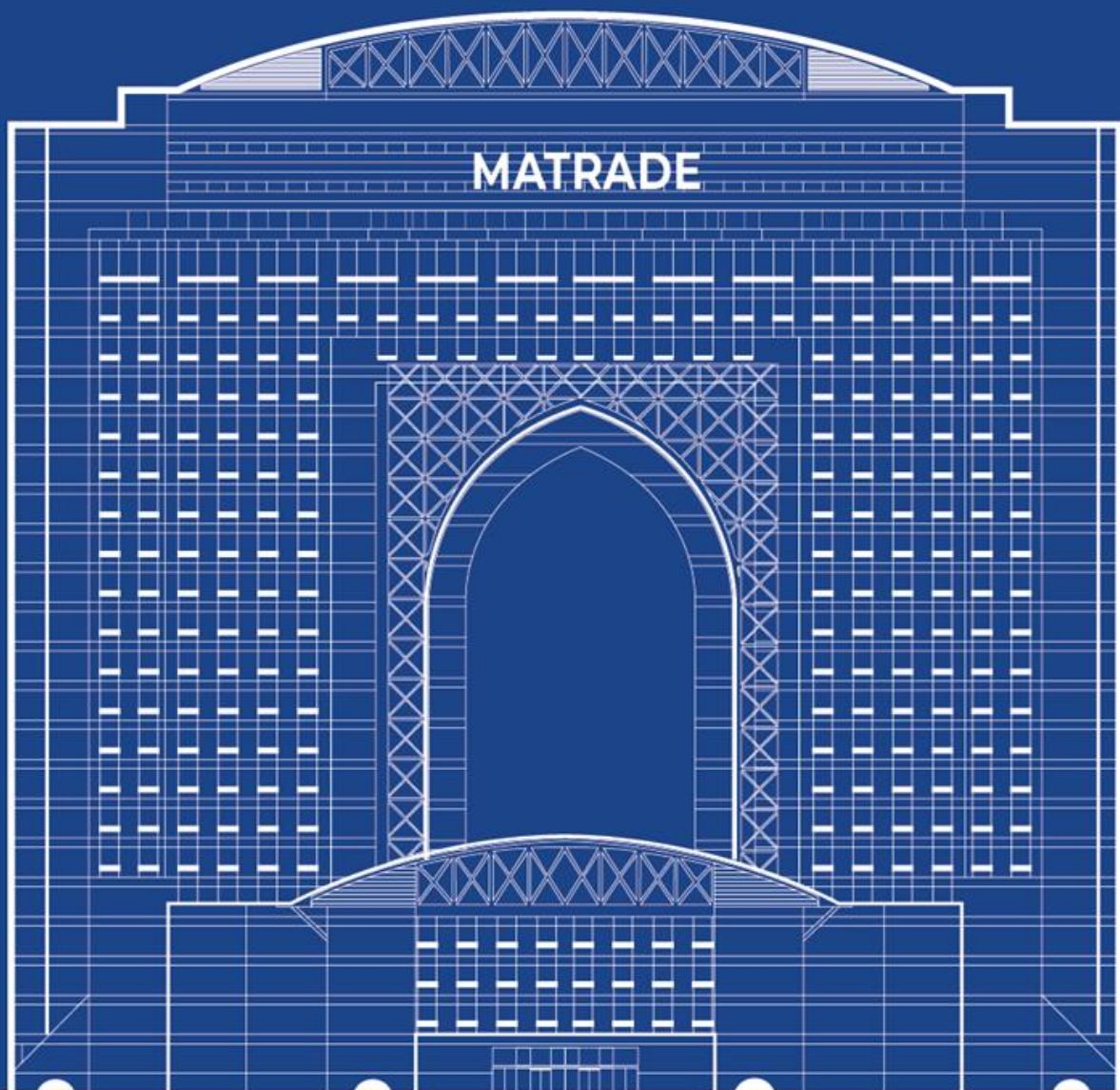
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**BRIDGING  
THE WORLD**



**SCAN HERE FOR K 2025  
REGISTRATION LINK**






# THANK YOU



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